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REQUEST FOR PROPOSAL (RFP)

Reference Number: 1000169541B

CLOSING DATE: Tuesday October 27nd, 2015 **CLOSING TIME and TIME ZONE:** 2:00 PM EDT

PROJECT TITLE: Graphic Supplemented Food (SF) System for food labels –
Contract ends on or before March 2016. New Proposal.

Branch/ Directorate: Health Products and Food Branch
Health Canada

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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RFP Issue Date: Wednesday October 14, 2015

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STATEMENT OF WORK

1. Scope

1.1. Title

Graphic Supplemented Food (SF) System for food labels - contract ends on or before March 2016. New Proposal

1.2. Introduction

Health Canada (HC) is seeking the services of a Contractor, with experience in the development of graphics on food labels or packages to develop a graphic Supplemented Food (SF) System that would be placed on the principal display panel (PDP) of all SF packages, along with technical specifications (style guide).

The graphic SF System will highlight to consumers that these foods are different from conventional foods. The graphic SF System should trigger consumers to consult the Nutrition Facts table (NfT) and other important label information on the product. The developed graphic SF System is not intended to be used as an endorsement by HC of the products for marketing purposes.

1.3. Objectives of the Requirement

The Contractor will develop and design the graphic SF System on or before March 25, 2016. The developed SF System will:

- Provide convenient, relevant information on front of packages to assist consumers in identifying SFs to make an informed food choice;
- Be placed in the same part or location on the PDP of all food labels; and
- Trigger consumers to consult the NfT and other potentially important label information on the food product, such as directions for use and/or cautionary statements that must be followed.

The Contractor will also provide technical specifications (style guide).

1.4. Background and Specific Scope of the Requirement

In recent years, a number of products in food formats containing added vitamins, mineral nutrients, amino acids, and caffeine not in compliance with the *Food and Drug Regulations* (FDR) were introduced into the marketplace as Natural Health Products (NHPs) through the *Natural Health Products Regulations* (NHPR). HC determined, based on public perception, history of use, product representation to consumers and product format, that many of these products fit the definition of a food and were more appropriately regulated under the food regulatory framework.

Since October 2011, caffeinated energy drinks (CEDs), have been classified and regulated as foods. Other NHPs in food format that fit the definition of a food were classified and regulated as foods as of April 2012. A Temporary Marketing Authorization (TMA) is being used to permit HC to gather data related to the use of the products in the market place that could inform future amendments to the food provisions of the FDR to account for the unique nature of these products. During the course of the transition, products that were deemed not to pose any immediate safety concerns following a preliminary risk assessment were given a Temporary Marketing Authorization Letter (TMAL).

These products are now referred to as a “supplemented food (SF).” More specifically, a SF is a pre-packaged product that is manufactured, sold or represented as a food, which contains added vitamins, minerals, amino acids, herbal or bioactive ingredients. These ingredients may perform a physiological role beyond the provision of nutritive requirements. These SFs are sold and consumed in a food format as opposed to conventional therapeutic formats (i.e. capsules, pills or tablets). There is potential for confusion among consumers as to their appropriate use or consumption, due to the inability to distinguish these products from conventional foods. Previously, consumers have expressed some interest in SFs provided that there is clear information on the label differentiating these foods.

Health stakeholders, in general, are concerned that SFs may have less than optimal nutritional profiles and the use of a logo/ symbol may be seen as “promoting” these products or implying that they are superior to regular foods. Furthermore, health stakeholders have recommended that the logo/ symbol should not suggest a plant-like or natural look since many SFs are formulated from ingredients with little or no natural vitamin and mineral content.

While industry stakeholders are generally supportive of distinguishing SFs from conventional foods, they are concerned with the space that it might take up on the PDP of the label. In addition, industry stakeholders are concerned that a logo/ symbol may not always be “current” as styles are constantly changing.

2. Requirements

2.1. Tasks, Activities, Deliverables and Milestones

Activity 1

Initial Meeting with Project Authority (PA)

The Contractor will participate in meetings with HC staff at the outset of the contract.

This initial meeting (in person and/or teleconference) will allow the Contractor to:

- Discuss, clarify and confirm the goal and objectives of the project;
- Clarify their role and that of the PA;
- Discuss the process for providing regular reports to the PA. For instance, reports may include up-to-date information as to tasks/activities completed or in progress as well as reasons explaining if there are any delays; and
- Receive key documentation required for the project.

Activity 2

Submit a Revised Overall Work Plan /Project Schedule

Contractor will:

- Develop and submit a first draft of a work plan on all aspects of the project and will include:
 - Tasks, sub-tasks and time allotment to complete the work described in all activities;
 - Names of the team members who will be assigned to various tasks and the time that will be taken to perform their duties (e.g. person days);
 - Start and end dates per activity/task; and
 - Deliverables and milestones.
- Please note that HC will provide comments on all deliverables within five to ten (5-10) working days from receipt of the deliverable. This turnaround time should be taken into consideration when estimating the work plan.
- Submit a revised work plan (via email). The revised work plan will be discussed at a teleconference meeting with the PA, if required. Work on the project may commence once the final work plan has been approved by the PA.

Activity 3

Design and develop graphics and technical specifications for the SF System

The SF System comprises three principal graphical elements:

1. SF Identifier- an element (logo/ symbol/ pictogram) that identifies the food as being supplemented;
2. SF Identifier- an element represented by a combination of words (e.g. “Supplemented Food/Aliment Supplémenté”) in both English and French;
3. Supplemental Ingredient Identifier - individual elements representing each of the 4 categories of supplemental ingredients (Vitamins/Minerals, Herbals/Bioactives, Caffeine, Amino Acids). These could be represented by a logo/ symbol/ pictogram/ combination of abbreviated words and/or words.

The three principal graphical elements described above, can be used as a stand alone or in various combinations with other elements to create the SF graphic System. When the SF identifier element is used in combination with the Supplemental Ingredient Identifier, it should be more prominent than the Supplemental Ingredient Identifier. Refer to the Health Star Rating System Style Guide as an example used in Australia and New Zealand for packaged foods¹.

While there is flexibility in relation to the final design and principal elements used on the label, any design should accomplish the Objectives of the Requirement summarized in **Section 1.3**.

In the creation process of the SF System, the Contractor will:

- Align with requirements for food labels in the Food and Drug Regulations (e.g. legible font if words are incorporated in developed principal elements, minimum font sizes, logo/icon/ pictogram be available in in black and white);
- Keep in mind challenges associated with size and variety of various food packages, food packaging materials used in food industry (can lead to potential printing limitations), and trade dress (e.g. size, shape, texture, graphics, transparent packages, colour, etc.);
- Ensure the SF system could be adapted in various formats including a bar, gum packages, rolls, cans, bottles, sachet mix, squeeze tubes, snack bag, and box format;

¹ Health Star Rating System Style Guide. Web. February 17 2015.

[http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/651EEFA223A6A659CA257DA500196046/\\$File/HSR%20Style%20Guide.pdf](http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/651EEFA223A6A659CA257DA500196046/$File/HSR%20Style%20Guide.pdf)

- Conduct an environmental scan to ensure developed elements that make up the SF System do not infringe or resemble any existing logo/systems/ pictograms/ other identifiers in the food market, and/or any branding, and/or existing official marks and/or Canadian trademarks. All developed elements as part of the SF system must be able to be registered for intellectual property or official mark/trademark status, if required. Contractor is encouraged to consult the Canadian Intellectual Property Office (CIPO) database or trademark/official agent to ensure developed SF system and associated elements are distinct enough that they will not create consumer confusion in the marketplace.
- Ensure the SF System is available in print and web ready formats (See **Activity 2.2** for specific details).

Contractor will:

- Provide technical specifications (style guide)
- Meet with PA (via teleconference) to discuss expectations for the development of the SF System and technical specifications (style guide);
- Design, develop a first draft of SF System and technical specifications and submit to PA to discuss via teleconference;
- Obtain feedback from HC on the first draft of SF System and technical specifications, revise as required;
- Submit revised SF System and technical specifications to PA for final review and approval by PA and discuss via teleconference.

HC will:

- Provide summary of stakeholder comments received from consultations on SFs;
- Provide examples of products and package sizes that will potentially carry the SF System;
- Meet with the Contractor to discuss draft and final versions (via teleconference) of the SF System and technical specifications;
- Review SF System and technical specifications and provide approval once revised by the Contractor.

Table 1 identifies the major tasks and deliverables, meetings, tentative timelines and associated milestones payments foreseen in this project.

Table 1: Activities, tasks and deliverables, meetings, tentative timelines and associated milestone payment

ACTIVITY	TASKS and DELIVERABLES	MEETINGS	TENTATIVE TIMELINES*	ASSOCIATED MILESTONE PAYMENTS
Activity 1: Initial meeting with PA	<ul style="list-style-type: none"> • Initial Meeting 	In person and/or teleconference	November 2015	
Activity 2: Submit a revised overall work plan/project schedule	<ul style="list-style-type: none"> • Finalized work plan 	Teleconference	Within 1 week after initial meeting	
	<ul style="list-style-type: none"> • Submission of progress reports 		Frequency to be determined	
Activity 3: Design and develop graphics and technical	<ul style="list-style-type: none"> • Meet to discuss expectations 	Teleconference	Nov –Jan/ Feb 2016**	
	<ul style="list-style-type: none"> • First draft of SF 	Teleconference		

specifications for the SF System	System and technical specifications			X
	<ul style="list-style-type: none"> Final SF System and technical specifications 	Teleconference		X

*The timelines provided are only an estimate by HC. Bidder has the flexibility to recommend an alternative.

**Contract end date is on or before March 25, 2016 to allow for delays only. Ideally the developed SF System is to be completed on or before January/ February 2016 so that developed Graphical SF system can undergo consumer research studies (outside scope of contract).

2.2 Specifications and Standards

Documents submitted to the PA are to be presented in English, unless otherwise indicated. All deliverables are to be submitted to the PA in electronic format (i.e. Microsoft (MS) Word 2010 for reports, MS Excel 2010 for charts, MS PowerPoint 2010 for presentations), except where hard copies are required. The final deliverable is to be submitted in MS Word 2010 format. Identifiers should be developed using Adobe InDesign (CS6) and/or Adobe Illustrator (CS6) graphic design software. The developed symbols must be available in print and web formats, with high resolution images. All images should be easily resizable. For instance, images for print format should be available in tiff (at least 300 dpi), jpeg (at least 300 dpi), ai (at least 300 dpi), and eps (at least 300 dpi). Images for web format need to be in gif, bitmap or jpeg format and must be a minimum of 72 dpi and not in png format. For additional details as to how deliverables will be assessed, please refer to **Section 2.4**.

2.3 Technical, Operational and Organizational Environment

2.4 Method and Source of Acceptance

All deliverables and services rendered under the contract are subject to review and approval by the PA.

All deliverables are expected to be final drafts that have been reviewed for quality (e.g. flow, content, readability, spelling, punctuation and grammar).

Should any member of the Contractor's team at any time be unable to provide services, as outlined in the SOW, the Contractor shall be responsible for providing replacement team members at the same cost who shall be of similar or greater attainment and who shall be acceptable to the PA.

Under no circumstance shall the Contractor allow the performance of services by a replacement resource that has not been authorized by the PA.

If the work of part thereof should not respect standards of the Treasury Board Secretariat and HC in terms of quality and rigour, the PA will require that the Contractor make the required revisions without charge.

2.5 Reporting Requirements

Refer to **Section 2.1, Table 1, and Section 2.6**.

PA to discuss with Contractor the process for providing regular reports. These reports will outline accomplishments for the given period, open issues and upcoming milestones.

2.6 Project Management Control Procedures

The PA will meet with the Contractor as required to ensure that: i) all Departmental procedures are followed for the achievement of this contract, and ii) the resulting contract will be brought in on time and on budget and will be an acceptable quality. The costs of the Contractor to meet with the PA must be incorporated into the overall costing for this project.

The PA will discuss progress for regular reports from the Contractor. Progress reports will be submitted by email and provide information on work done during the reporting period for each task identified in the work plan. For instance, reports may include up-to-date information as to tasks/activities completed or in progress as well as reasons explaining if there are any delays.

2.7 Security

The RFP and resulting contract do not contain any Security Requirements

"Health Canada will not provide any material that is categorised as Government of Canada Protected or Classified; the Contractor will deliver to Health Canada only documents/data that are Unclassified.

The Contractor will disclose to all interviewees that the contract does NOT require that they hold a valid security screening or clearance."

The contractor will be escorted at all times while on Health Canada premises.

2.8. Change Management Procedures

The PA is responsible for all matter concerning the technical content of the work under the contract. Any proposed changes to the scope of the contract must be agreed upon, in writing, between the contractor and the project authority.

2.9 . Ownership of Intellectual Property

The Crown will retain IP ownership

3. Additional Information

3.1 Authorities

Authorities will be identified at the time of the contract award.

3.2 Health Canada's Obligations

The PA will be responsible for coordinating the overall project, providing as required direction and guidance to the Contractor, and accepting and approving Contractor deliverables on behalf of HC. Additionally, PA will:

- Provide the Contractor with specific policy and/or project related supporting and background documentation and information not easily accessible to the Contractor required by the Contractor to complete the identified tasks and deliverables;
- Ensure the appropriate subject matter and technical experts from within PA are available to the Contractor to discuss and provide content, source and/or reference materials, review deliverables, as well as to facilitate cooperation with other governmental and/or non-governmental representatives;
- Provide comments on all deliverables within five to ten (5-10) working days from receipt of deliverable;
- Schedule meetings on PA's site, if required;
- Provide other assistance or support, as required to efficiently execute the requirements of the contract;
- Health Canada will not provide any material that is categorised as Government of Canada Protected or Classified.

3.3 Contractor's Obligations

- Unless otherwise specified, the Contractor must use its own equipment and software for the performance of this SOW;
- The contractor will deliver to Health Canada only documents/data that are Unclassified;
- Return all hard copy documents provided by HC before final payment is provided;
- The Contractor will disclose to all interviewees that the contract does NOT require that they hold a valid security screening or clearance.

3.4 Location of Work, Work site and Delivery Point

Any contract resulting from this RFP will be interpreted and governed by the laws of the Province of Ontario.

All personnel assigned to any contract resulting from this RFP must be ready to work in close and frequent contact with the PA and other departmental personnel in the National Capital Region. All meetings required throughout the duration of the contract will take place during regular business hours (e.g. 8-4 pm Eastern Standard Time). Meetings required outside of regular business hours will be mutually agreed upon by all parties involved.

The work will be performed at the Contractor's site.

Upon contract award, and subject to the approval of the PA, arrangements may be made for Contractor access to HC's facilities, equipment, documentation and/or personnel. Should the Contractor require access to HC's facilities, equipment, documentation and/or personnel at a later time, the Contractor will be responsible for timely identification of the need for access to said resources.

3.5 Language of Work

The Contractor's personnel must be able to communicate fluently in English, oral and written, in the work environment. Written materials provided to the PA must be in English. All meetings with the PA will be held in English.

3.6 Special Requirements

N/A

3.7 Insurance Requirements

It is the sole responsibility of the Contractor to decide whether or not any insurance coverage is necessary for its own protection or to fulfill its obligations under the contract and to ensure compliance with required federal, provincial or municipal law. Any such insurance shall be provided and maintained by the Contractor at their own expense.

3.8 Travel and Living

The initial meeting will take place (either in person or via teleconference) at 251 Sir Frederick Banting Driveway, Tunney's Pasture, Ottawa, Ontario, K1A 0K9. Contractor travel costs will not be covered by HC.

4. Project Schedule

4.1 Expected Start and Completion Dates

The services of the Contractor will be required from date of contract award until March 25, 2016 or project completion, whichever is sooner. Invoicing must be received by end of day March 25, 2016.

4.2 Schedule and Estimated Level of Effort (Work Breakdown Structure)

The Contractor is asked to submit a work plan/ schedule as part of the project proposal (see **Section 2.1, Activity 2**). The schedule will be finalized in consultation between the PA and the Contractor when the contract is in place. The following are milestones in the project that HC requests the Contractor to take into account when preparing the tentative project schedule: see **Table 1** at the end of **Section 2.1**.

5. Required Resources or Types of Roles to be Performed

Refer to **Mandatory Requirements**.

6. Applicable Documents and Glossary

6.1 Applicable Documents

Relevant documents will be submitted to the successful bidder upon contract award.

6.2 Relevant Terms, Acronyms and Glossaries

The following abbreviations used in the text of this document:

CED	Caffeinated energy drinks
FDR	Food and Drug Regulations
HC	Health Canada
MS	Microsoft
NHP	Natural Health Product
NHPR	Natural Health Products Regulations
PA	Project Authority
PDP	Principal Display Panel
RFP	Request for Proposal
SF	Supplemented Food

SOW Statement of Work
TMA Temporary Marketing Authorization
TMAL Temporary Marketing Authorization Letter

PART II PROPOSAL REQUIREMENTS

7.0 Administrative Instructions for Completion of the RFP

7.0 Administrative Information

7.1 General Information

7.1.1 Components, Language and Number of Copies

You are invited to submit **electronic** copies in either official language (English or French) of both the Technical and Cost Proposals. The RFP Reference Number and the name of the Requirement must be in the subject line and your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- *one electronic* copy of the Technical Proposal;
- one (1) copy of Certifications (Appendix "A") and;
- *one* (1) copy of the Cost/Price Proposal (Appendix "B")) **contained in a separate document.**

If the proposal is **greater than 20mb** then the bid submission must be returned to the address below and an email shall be sent to the Departmental Representative (found on page 1) stating it has been sent by courier. You **must** send an email to the Departmental Representative to ensure your bid will be included for this requirement. The RFP Reference Number and the name of the Departmental Representative must be marked on all documents, binders and respective envelopes. Your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- four (4) copies of the Technical Proposal;
- one (1) copy of Certifications (Appendix "A") and;
- *one* (1) copy of the Cost/Price Proposal (Appendix "B"), contained in a **separate sealed envelope.**

To the following Address

Health Canada Bid Receiving Unit
Federal Records Centre Building,
161 Goldenrod Driveway (Loading Dock),
Ottawa, Ontario K1A 0K9

Attention:

RFP Reference Number: 1000169541/B

Hours of Operation: 07h30 to 16h30 (EST) Monday to Friday

7.1.2 Bid Validity Period

Certify below that all pricing identified in the bid/ proposal will be valid for a period of one Hundred and Twenty (120) days from the closing date of the RFP.

Signature of Authorized Representative of the bidder

Date

7.1.3 No Payment for Pre-Contract Costs

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP. No costs incurred before receipt of a signed contract or specified written authorization from the Departmental Representative can be charged to the proposed contract.

7.2 Delivery Instructions for Bid / Proposal

Bid submissions are to be sent electronically to:

randy.s.brown@hc-sc.gc.ca

Proposals are to be submitted directly to the attention of the Departmental Representative at the email address shown above.

The onus for submitting bids on time at the specified location rests with the bidder. It is the responsibility of the bidder to ensure correct and timely delivery of the entire bid to the Crown, including all required information and proposal pages.

7.3 Non-Acceptance of Proposal by Facsimile

Proposals sent by fax will **not** be accepted.

7.4 Closing Date and Time

All proposals must be received at the specified on the front page of this Request for Proposal. Proposals received after this time will be returned unopened. The onus for submitting bids on time at the specified location rests with the bidder. It is the bidder's responsibility to ensure correct delivery of its bid to the Crown.

7.5 Time Extension to Closing Date

A request for a time extension to the closing date will be considered only in exceptional circumstances. Any requests for extension must be received in writing by the identified Departmental Representative.

7.6 Non-Compliance / Unacceptable Proposals

Failure to meet the mandatory requirements of this RFP will result in your proposal being

declared non-responsive.

Proposals received after the proposal closing time will not be considered and will be returned unopened to the bidder. Further, for any proposals which are found to be non-compliant, the financial part of the bid or proposal will be returned unopened with a letter from Health Canada indicating that the bid/proposal was non-compliant.

7.7 Bidders Conference / Site Visits

See: 2.1 Tasks, Activities, Deliverables and Milestones – Activity 1

The contractor will be escorted at all times while on Health Canada premises.

7.8 Announcement of Successful Contractor

Health Canada will communicate to all bidders the name and address of the successful candidate as well as the total dollar value and award date for the contract only after contract sign-off.

7.9 Rights of the Crown

The Crown reserves the right to:

- reject any or all proposals received in response to this RFP;
- accept any proposal in whole or in part; and
- cancel and/or re-issue this requirement at any time.

7.10 Sample Long Form Contract

The successful bidder for this requirement will be expected to enter into agreement with Health Canada as per departmental contract terms and conditions.

7.11 Employment Equity

The Federal Contractors Program (FCP) ensures that contractors who do business with the Government of Canada achieve and maintain a workforce that is representative of the Canadian workforce. The Program applies to non-federally regulated contractors that:

- have a combined workforce in Canada of 100 or more permanent full-time, permanent part-time and/or temporary employees having worked 12 weeks or more; and
- received an initial federal government goods and services contract, a standing offer, or a supply arrangement valued at \$1 million or more (including applicable taxes).

The Federal Contractors Program was established in 1986 to further the goal of achieving workplace equity for designated groups experiencing discrimination in the Canadian labour market. These groups are:

- women;
- Aboriginal peoples;
- persons with disabilities; and
- members of visible minorities.

Since June 27, 2013 a redesigned FCP is in effect which includes:

- an increase in the contract threshold from \$200,000 to \$1 million to support the Government's commitment to reduce regulatory red tape burden for small- to medium-sized employers;
- assessment that focus on achievement of results enabling contractors to determine initiatives best suited to their organization in order to achieve employment equity objectives.

Agreement to Implement Employment Equity

Contractors who bid on an initial goods and services contract, a standing offer, or a supply arrangement estimated at \$1 million or more (including applicable taxes) with the Government of Canada must first certify their commitment to implement employment equity by signing the [Agreement to Implement Employment Equity \(LAB1168\)](#) prior to contract award.

Once the goods and services contract, the standing offer, or the supply arrangement is awarded to the contractor, the contractor is assigned a unique Agreement to Implement Employment Equity number and is informed by Labour Program that they are now subject to the FCP. Contractors are then required to implement employment equity and, if representation gaps exist, to make all reasonable efforts most appropriate within the context of their specific organizational environment and structural needs to close any identified gaps. This obligation is on-going and not only subject to the period of the contract, including future contracts.

7.12 Procurement Business Number (PBN)

Public Works and Government Services Canada (PWGSC) has adopted the Procurement Business Number (PBN) for all its purchasing databases, and now requires that its suppliers have one for each of their offices that may be awarded contracts. Register with Contracts Canada's Supplier Registration Information (SRI) service to obtain your PBN. As an existing or potential supplier to the Department, you must obtain a PBN to avoid possible delays of any contract award. It is Health Canada's intention to use this sourcing system for all its procurements of goods and services to which the trade agreements do not apply.

SRI is a database of suppliers who have registered to do business with the Government of Canada. The PBN is created using your Canada Customs and Revenue Agency Business Number to uniquely identify a branch, division or office of your company. Unlike many existing departmental vendor databases, your information in SRI is accessible to all federal government buyers. SRI can help to open up new opportunities with the federal government for requirements not posted on the electronic tendering service, www.buyandsell.gc.ca.

Visit the Contracts Canada Internet site at <https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier> for information and registration procedures. Alternatively, you may contact a Supplier Registration Agent at: 1-800-811-1148 or, in the National Capital Region, at 956-3440.

7.13 Order of Precedence

In the case of any dispute which may arise during the period which may be covered by any ensuing contract, the following documents will be considered in order of precedence

in terms of importance in resolving any disputes between the parties:

- The Health Canada Contract;
- Any changes to the terms and conditions contained herein which have been approved by General Counsel for Health Canada;
- The Statement of Work in this RFP; and
- The terms identified in this RFP.

8.0 Technical Proposal

8.1 General Information

Your technical proposal must address all the requirements of the SOW and demonstrate that you are capable of meeting all obligations of the contractor specified in the same.

Your technical proposal must meet **all of the Mandatory Requirements** listed in Section 12.0, as well as the **minimum score identified for the Point Rated Requirements** in Section 13.0.

9.0 Cost / Price Proposal

9.1 General Information

The Price Proposal must contain a detailed breakdown of the **total quoted price**, by phase, or by major tasks, or both. The Price Proposal should address each of the following, if applicable:

9.1.1 *Per Diem*

For each individual and/or labour category to be employed on the project, including subcontractors, indicate the proposed time rate and the estimated time requirement. Although detailed support for the rates is not requested at this time, you should be prepared to substantiate the proposed rates.

9.1.2 Travel

Not Applicable

9.1.3 Other Expenses

List any other expenses which may be applicable, giving an estimated cost for each (e.g. long distance communications, reproduction, shipping, equipment, rentals, materials, etc.).

9.1.4 Goods and Services Tax / Harmonized Sales Tax

Various items in your cost proposal may be subject to GST / HST or custom duties, and this charge must be included in the cost estimates where applicable.

10.0 Enquiries

All enquiries or issues concerning this procurement must be submitted **in writing only** to the Departmental Representative named on the front cover page of this RFP document **not later than three (3) calendar days (Thursday October 22, 2015, 2 PM EDT) prior to the bid closing date.**

To ensure consistency and quality of information to Bidders, the Departmental Representative will provide, simultaneously to all bidders to which this solicitation has been sent,

- any information with respect to significant enquiries received, and
- the replies to such enquiries without revealing their sources,

provided that such enquiries are received no less than three (3) calendar days (Thursday October 22, 2015, 2 PM EDT) prior to the bid closing date.

All enquiries and other communications with government officials throughout the solicitation and evaluation period are to be directed **only** to the Departmental Representative named on the front cover page of this RFP document. **No- compliance with this condition during the bid solicitation and evaluation period may be sufficient reason for bid disqualification.**

PART III BID SELECTION PROCESS

11.0 Introduction

The following describes the mandatory and point-rated criteria that will be used to evaluate the bids and the method to be used to select the winning bid.

12.0 Mandatory Requirements

12.1 Method of Evaluation

Mandatory requirements are evaluated on a simple pass or fail basis. Failure by bidders to meet any of the mandatory requirements will render the bidder’s proposal **non-responsive**. The treatment of mandatory requirements in any procurement process is absolute.

Proposers must meet **all** the mandatory requirements described below. This will be evaluated as either **Yes** or **No**. Proposals not receiving **Yes** for any mandatory requirement will **not** be considered further.

12.2 Mandatory Requirements

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.			
Criteria	Page #	Yes	No
<p>M1. Project Team</p> <p>The proposal MUST include:</p> <ul style="list-style-type: none"> a) Name of the each team member; b) Proposed role; c) A resume for each proposed member. 			
<p>M2. Samples of work</p> <p>The proposal MUST include 3 projects that the bidder has created that are preferably similar in scope to the requirements in the Statement of Work. The name of client organizations and samples of designs MUST be included.</p> <p><i>Note: this information will be used in the assessment of R1.</i></p>			
<p>M3. Work Experience</p> <p>The bidder team MUST have a combined work experience of:</p> <ul style="list-style-type: none"> • At least 3 years (36 months) within the past five years at the time of bid closing preferably similar in scope to the requirements of in the Statement of Work. 			

13.0 Point Rated Requirements

13.1 Point Rated Requirements

a) Method of Evaluation

Bidders MUST achieve a passing mark of 70% overall of the Point-Rated Requirements (see **Section 13.2** of this RFP) established for evaluation of their Technical Proposal. Only those proposals receiving a **minimum score of (70%) overall of the Point-Rated Requirements** will be considered further. Compliant proposals (being those meeting ALL Mandatory Requirements AND achieving the minimum technical scores for the Point-Rated Requirements) will be evaluated on the basis of the Bidder's Cost/Price Proposal.

The value of the Technical Proposal evaluation is 80% of the overall score for the submission.

Cost/Price Proposal:

When the responsive Technical Proposals are evaluated and rated, the price envelopes of ONLY those Bidders whose Technical Proposals attain **70% per section in the Point-Rated Requirements** (Refer to Section 13.2 Point Rated Requirements) will be opened and their Cost/Price Proposals evaluated and scored. **A Technical Proposal from a Bidder that does not achieve the minimum required Point-Rated score will be deemed non-compliant** and the Bidder's submission will receive no further consideration in the competition.

The value of the Cost/Price Proposal evaluation is 20% of the overall score for the submissions

b) Point Rated Requirements

The maximum overall score is 40 points. Bids/ offers must achieve at least a minimum of 28 points.

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
The rated criteria should be based on the SOW, in sufficient detail.				

<p>R1. Experience in the development and design of <u>pictograms/symbol/logos</u> for consumer/food products.</p> <p>Further to M2, provide for each of the 3 projects:</p> <ul style="list-style-type: none"> • Project description; • Details about the work performed and how it met the objectives of the project. <p><u>Rating scale:</u> Poor = 0- 5 points Fair = 6-10 points Good = 11-15 points Excellent = 16-20 points</p> <p>Max page limit= 3 pages, minimum line spacing multiple at 1.15.</p>		<p>Total maximum points: 20</p>	<p>14</p>	
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<p>R2. Approach</p> <p>What approach (or steps) will you take to strategically develop the graphic SF (Supplemented Food) System?</p> <p><u>Rating scale:</u> Unsatisfactory = 0 points Fair = 1-4 points Good = 5-7 points Excellent = 8-10 points</p> <p>Max page limit= 2 pages, minimum line spacing multiple at 1.15.</p>		<p>Total maximum points: 10</p>	<p>7</p>	
<p>R3. Overall submission of proposal</p> <p>Points will be awarded based on the overall clarity of the submission package (e.g. information is organized in a logical way, clearly labelled, easy to find, and page limits are respected for various examples)</p> <p><u>Rating scale:</u> Unsatisfactory = 0 points Fair = 1-4 points Good = 5-7 points Excellent = 8- 10 points</p>		<p>Total maximum points: 10</p>	<p>7</p>	
<p>Overall Points Minimum Points Required 70%</p>		<p>40</p>	<p>28</p>	

14.0 BASIS OF AWARDING CONTRACT

Highest Compliant Combined Rating of Technical Merit and Price:

It is understood by the parties submitting proposals that, to qualify, bidders must meet all mandatory requirements as well as the minimum score identified for the point-rated criteria. The contract will be awarded based on a determination of best value taking into account both the technical merit of the proposals and the price evaluations. To arrive at an overall score achieved by a firm, a weighting has been established whereby technical merit will be valued at 80% of the bid and price at 20%.

Contractor Ranking

For the purpose of ranking all technically acceptable proposals, the following ratio will factor the technical and the price component to establish a total percentage score:

Technical: 80%

Price: 20%

$$\text{Technical Score} = \frac{\text{Bidder's Points}}{\text{Maximum Points}} \times 80\% \quad \text{Cost Score} = \frac{\text{Lowest Bid}}{\text{Bidder's Cost}} \times 20\%$$

$$\text{Total Score} = \text{Technical Score} + \text{Cost Score}$$

The proposal will be awarded to **the highest total technical and price score**

